

What can **Utah** learn from **France** and **Colorado** as it seeks to go from \$1 Billion to a \$2 Billion Ski Industry?



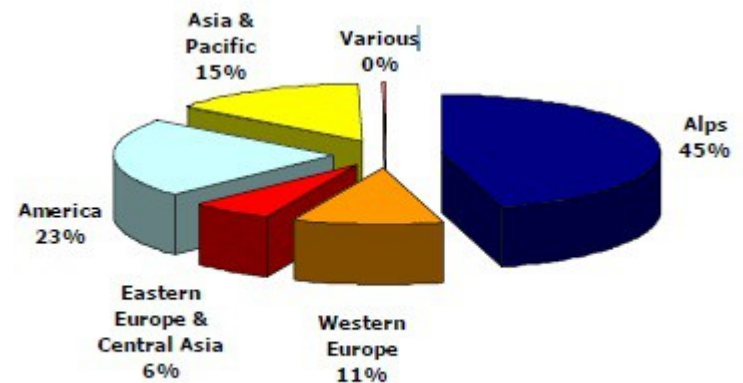
Downhill skiing was born in the Alps capturing today half of the world's ski market.

“When was the last time you skied untracked deep snow at sunset?” at a Utah ski resort

The US Ski Industry reported 57 million skier visits in 2012-2013. Utah reported 4,032,621 skier visits or 7% of total US ski visits.

Last season, Utah increased 5% versus Colorado's 10% increase.

Colorado's 22 Ski Resorts using US Forest Service permitted 74,266 acres paid \$19.6 million in ski fees to the US Forest Service. Utah has just 14 ski resorts private and FS combined with just 6,800 acres of US Forest Service permitted land.



Colorado has been permitted 11 times the FS Ski permitted forest land for commercial skiing than Utah.

The “Greatest Snow on Earth” could be matched with the Greatest Ski Resort on Earth. Interconnecting Utah's 7 top resorts is a baby step toward Utah as a World Ski Destination.

When will the Forest Service permit Utah more ski acres for ski resort expansion?

“I’ve skied in Europe several times over the past 25 years, in France, Switzerland and Austria, and had a lot of fun, but I



never had a truly exceptional experience until last week in the French Alps. **Now when friends ask me, as they often do, if they should bother foregoing the incredible skiing**



in the US for that of the Alps, I can unequivocally say yes.” - Larry Olmsted Contributor to Forbes Magazine January 20, 2014.

The World's Best and Greenest Ski Resorts are in France-200 lifts/400 miles of trails.

“Les Portes du Soleil(Gateway or Doors of Sun) is much further north and by far the easiest to reach (it took me just under an hour to get to the Geneva airport). This shared lift ticket combines more than a dozen completely interconnected stations across France and Switzerland into one giant ski resort with around 200 lifts and over 400 miles of trails.”¹

UTAH	COLORADO
2/3 Federally owned	1/3 Federally owned
6,800 acres of US Forest Service Ski Resort permits (1/11 th of Colorado's)	74,266 acres of US Forest Service Ski Resort permits- 22 Ski Resorts on FS permit land paid \$17.9 million in fees to FS. Vail paid \$10.55 million to FS. (Note: Idaho has 11,764 acres of US Forest Service permits.)
14 ski resorts – 18,000 jobs – \$1 Billion	22 ski resort – 54,000 jobs – \$3 Billion
1 of the 3 highest elevation states in US	1 of the 3 the highest elevation states in US
4 million skier visits per year \$1 Billion in tourism revenue. (Kennebecott is \$900 million in	12.6 skier visits per year - \$3 Billion in tourism revenue.

1 <http://www.forbes.com/sites/larryolmsted/2014/01/20/the-worlds-three-largest-ski-resorts-offer-a-great-ski-vacation/>

revenue.)	
32 miles from Salt Lake City International Airport to The Canyons Ski Resort in Park City, Utah. 34 miles from Salt Lake City Intentional Airport Solitude Ski Resort. 12 miles up Big Cottonwood Canyon. (Ag – 5-)	130 miles from Denver International Airport to Vail Ski Resort.
54 million acres in surface area	67 million acres in surface area



The Alps first & last ski frontier² – by Linde Waidhofer

“Let's talk snow. There's a myth going round, that Utah and the Rockies are the only places in the world with dependable deep powder snow. "Too bad you didn't get any powder this season," a friend commented, when I returned to Colorado after two months in the Alps. Wrong. I logged more powder skiing in half a season in Europe than I had in the last five seasons in Colorado. Why? Simply because the accessible ski terrain in the Alps is so vast that fresh snow just doesn't get "skied out" by 11:00 AM, the way it does in the States. When was the last time you skied untracked deep snow at sunset?

Let's talk vertical. I don't mean to imply that the quality of a skiing experience, any skiing experience can be measured by mere statistics. I'd rather ski a short run on beautiful snow, in beautiful light, than a giant run in lousy snow and limited visibility. Vertical isn't everything. But it adds an impressive dimension to skiing. How about 6,000 and 7,000 vertical-foot runs? No, not ski mountaineering descents, but real, marked runs from lift-served summits - they abound, especially in the Western Alps.

Let's talk lifts. One of the strongest criticisms anyone can direct at the European ski scene is the scandalously bad behavior of European skiers in lift lines. It's enough to sour one's faith in human nature. And there are no good guys - Swiss, Austrian, German, Italian, French, all are equally pushy and rude. The French however seem to have found an answer. Instead of reforming the individual, they've reformed the environment, and simply eliminated lift lines! They've



² http://www.breakthroughonskis.com/Pages/_ski_travel/travel09.html

done it through a combination of new high-tech, high-capacity lifts: triples and quad chairs, 6-person, 10-person and 20-person gondolas and futuristic trams; plus the liberal use of platter pulls to link out-of-the-way zones on the mountain, and to eliminate bottlenecks by giving skiers more options. Drag lifts are anything but archaic; they're fast, cheap to install, and absolutely the best solution for high ridgelines exposed to wind. I skied from Courchevel across the Savoie to Val d'Isère, during the February high season, with an instructor friend. We could have taken the ski school cut line at any lift, but in a week of skiing we never needed to, not once."

"The real reason for skiing in the Alps untracked snow, and plenty of it, long runs down big mountains, in a word, adventure on skis." – Linde Waidhofer

